

AdVisible (now AIIMS Group) & Craft Zero - “High Spirits, Zero Alcohol: A Craftzero Success Story”

My Role: Senior Copywriter (Brand Voice, Category Strategy & Multi-Channel Alignment)

Timeline: 10-Month Campaign Execution

THE CHALLENGE As the sober-curious movement surged in Australia, Craftzero needed to scale its digital footprint rapidly to capture high-intent audiences. The primary obstacle was a crowded, highly competitive online marketplace and a lack of distinct brand voice structure across their core revenue-driving e-commerce assets. The brief required transforming flat, product-heavy category content into an engaging, lifestyle-driven web and social copy that could capture organic search traffic and convert high-volume paid media leads.

THE STRATEGY Instead of approaching the project as a standard SEO execution, the strategy relied on bridging the gap between performance data and premium lifestyle storytelling:

- **Audience Persona Mapping:** Conducted extensive demographic analysis to map out distinct copy approaches for separate consumer segments (e.g., fitness enthusiasts, wellness advocates, and premium non-alcoholic spirit experts).
- **Brand Voice Architecture:** Developed and deployed a refined, sophisticated, yet highly accessible tone of voice for the brand’s digital touch-points, injecting sensory and experiential language into every category page.
- **Full-Funnel Alignment:** Partnered closely with performance media planners to ensure the organic category copywriting perfectly aligned with the high-converting copy variants running across Facebook.





THE EXECUTION

- 1) High-Volume Category Refreshes: Authored comprehensive, conversion-optimised web category content for all primary beverage categories (Non-Alcoholic Beers, Wines, and Premium Spirits).
- 2) Intent-Driven Keyword Integration: Translated complex search data into fluid, natural copy that answered immediate consumer queries while protecting the premium brand aesthetic.
- 3) UX Copy Optimisation: Restructured page headers, sub-headings, and call-to-actions (CTAs) to maximise scannability, drastically lowering bounce rates across high-traffic landing environments.

THE RESULTS: The multi-channel alignment and updated brand voice architecture delivered massive, industry-recognised commercial impact over a 10-month period:

+366% Increase in organic keyword rankings within the top positions.

400% Surge in total organic web traffic driven by targeted category storytelling.

10x Return on Ad Spend (ROAS) achieved via cross-functional performance media alignment.

+11 Growth in baseline Domain Rating, solidifying the brand's long-term organic authority in the beverage sectors.